

16th YEAR • A WEEKLY PUBLICATION

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4/23/56

1956

Calendar

8 EAST 77th STREET

NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january						
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march - 1957						
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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 23, 1956</u>			
Monday April 23 12:00 Noon	FOURTH ANNUAL "DO-IT-YOURSELF SHOW" Display of items that are of special interest to women; home and fashion innovations that can be made at home. Admission: 90¢. April 23-28 from 1:00 to 10:30 P.M. Publicity: Ted Materna Assoc., GR. 7-2992.	NEW YORK "DO-IT-YOURSELF SHOW"	71ST REGIMENT ARMORY 34TH ST. & PARK AVE.
Monday April 23 12:30 P.M. Luncheon	SUMMER FASHIONS BY LUIS ESTEVEZ Luis Estevez' collection, available at "Miss Bergdorf" Shop of Bergdorf Goodman, will be shown at luncheon. Press by invitation. Public by reservation: contact PL. 5-1000. Grenelle contact: Phyllis Youngheart, LO. 4-5820. Produced by Mary Alice Rice, CI. 6-1790.	GRENELLE-ESTEVEZ, LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR GRAND BALLROOM
Cancelled April 23	I. MILLER'S PRESS PARTY TO MEET ANDRE PERUGIA, ORIGINALLY SCHEDULED FOR MONDAY, APRIL 23, AT 4:00 P.M., HAS BEEN CANCELLED.		
Tuesday April 24 9:30 A.M.	PRESS PREVIEW OF SUMMER FASHIONS Peck & Peck will preview Summer beachwear, separates and dresses. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE (21ST ST.) - 6TH FL.
Tuesday April 24 10:30 A.M.; 3:00 P.M.	PREVIEW: FALL AND HOLIDAY SHOES Oomphies' press preview of Fall and Holiday shoes at 10:30 A.M.; trade at 3:00 P.M. By invitation only. Contact: Marianne Tater, LO. 4-9495.	OOMPHIES, INC.	350 FIFTH AVENUE SHOWROOM - 77TH FLOOR
Beginning Tuesday April 24 10:30 A.M.	OPENING OF FALL SUIT COLLECTION Showing of Handmacher's Fall suits on Tuesday only at 10:30 A.M. Contact: LO. 4-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday April 24 12:00 Noon Cocktails	PRESS PREVIEWS: FALL SHOE COLLECTION The press will be invited to preview a new collection of leather shoes, designed by Taicher. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	PAN AMERICAN MODES	350 FIFTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday April 24 12:00 Noon Reception- Luncheon	FRAGRANCE FOUNDATION LUNCHEON The Fragrance Foundation will hold a luncheon for members and their guests. Speaker: ELwood A. Whitney, Vice-President of Foote, Cone & Belding. Price--\$10.00, contact: The Fragrance Foundation, 1 East 53rd Street, EL. 5-3168.	THE FRAGRANCE FOUNDATION	HOTEL PLAZA BAROQUE SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 24 12:30 P.M. Luncheon	PREVIEW OF NEW INSULATED MATERIAL Fabric display, children's and men's fashions in new insulated material, to press and buyers. By invitation. Publicity: Rea Lubar, OX. 7-4998.	BUDD INDUSTRIES PRODUCTS CO.	HOTEL AMBASSADOR BALLROOM
Tuesday April 24 12:30 P.M. Luncheon	ANNUAL BENEFIT FASHION SHOW "Italian Holiday"--daytime and evening fashions by Fontana of Rome, and sportswear from Capri by Weaver of the Island; jewelry by Napier; furs by Maison Leon. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale for \$25.00 contributions book. Fontana Publicity: Gino de Grandi, PL. 3-4216. Hospital Contact: Flora Kaiser, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 24 2:30 P.M.	COSTUMES FROM THE POIRET PERIOD, 1910-1920 Presentation of 60 costumes from the Poiret period, 1910-1920, at an infor- mal work session. By reservation; contact: Mrs. Graves, NE. 8-5000.	THE BROOKLYN MUSEUM	EASTERN PARKWAY SCULPTURE COURT
Tuesday April 24 3:00 P.M.	OPENING: FALL BOYS' WEAR FASHIONS Hi-Line will preview their Ivy League and Winter Carnival sportswear for boys and introducing infants' fashions 2 - 4 and 3 - 7. By invitation only. Contact: Ruth Shaw, LO. 4-5113.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 821
Tuesday April 24 3:30 P.M.	PREVIEW: LATE SPRING AND FALL FURS Exclusive sports and formal fur fashions will be previewed to the press. <u>Showing for buyers</u> , Wednesday, April 25, 2:30 P.M. By invitation only. Publicity: Annette Meyer, PL. 3-2697.	HOUSE OF ARONOWICZ	19 WEST 57TH STREET SALON - 5TH FLOOR
Tuesday April 24 5:00 P.M. Cocktails	COCKTAIL PARTY BY GUILD MEMBERS Cocktail party for press and trade. By invitation only. (Members-- Beleganti, Evins, Fox Shoe Co., Jerro Bros., Herbert Levine, John Marino, I. Miller, Newton Elkin, Falter DeLiso, Riviera Shoes, Seymour Troy, Simone, M. Wolf & Sons, Wolsam Ltd., Zuckerman & Fox--will show in individual show- rooms all week.) Contact: John Jerro, 40 W. 27 St., MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	SHERRY NETHERLAND CRYSTAL PAVILLION
Wednesday April 25 12:30 P.M. Luncheon	SUMMER BEACHWEAR AND SEPARATES AT LUNCHEON Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 25 4:30 P.M.- 7:00 P.M. Cocktails	ANNUAL PRESS RECEPTION The press will be invited to meet the president and officers of the Association; also showing of floral arrangements. By invitation only. Contact: James Simpson, Grant Advertising, 655 Madison Ave., TE. 8-9393.	FLORISTS' TELEGRAPH DELIVERY ASSOCIATION	HOTEL PIERRE ROOF GARDEN
Thursday April 26 9:00 A.M. Breakfast	FALL KNITWEAR BY RITA JACOBS Fall knitted dresses, coats and costumes, designed by Rita Jacobs. <u>Showing</u> at 9:30 A.M. By invitation. Publicity: Donna Cannon, MU. 7-5447.	JOSEPH GUTTMAN (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 26 9:30 A.M. Coffee	PRESS PREVIEW OF SUMMER SPORTSWEAR Ohrbach's will preview Summer sportswear, including made-in-Europe originals. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday April 26 12:30 P.M. Luncheon	SUMMER FASHIONS IN LACE "Lace Travels in Fashion"--showing of Summer fashions available at Henri Bendel. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ: Bendel--Mary-Jean Mairs, CI. 7-1100; Lace Inst.--Gladys Steiner, MU. 9-1630. Plaza Fashion Director and Commentator: Mary Alice Rice, CI. 6-1790.	THE LACE INSTITUTE & HENRI BENDEL	HOTEL PLAZA TERRACE ROOM
Friday April 27 9:30 A.M. Breakfast	PREVIEW: "TRAVEL TIME" FASHIONS Abraham & Straus' press preview of Summer vacation and travel fashions. By invitation only. Showing to public, April 30-May 5, with storewide activities. Publicity: Dolores Hartig, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONF. ROOM
Friday April 27 12:00 Noon Luncheon	OPENING: KNIT FASHIONS FOR CHILDREN Showing of knit fashions for infants and children from 12:00 Noon luncheon to 3:00 P.M. By invitation. Contact: Ruth Shaw, LO. 4-5113.	WONDERKNIT	112 WEST 34TH STREET SHOWROOM - 1220
Friday April 27 9:00 P.M. Champagne	INTERNATIONAL AUTOMOBILE BALL Premiere of N.Y. Coliseum, with ball and private preview of International Automobile Show (April 28-May 6). Admission--\$100.00, contact: CO. 5-7460.	BENEFIT FOR THE MARCH OF DIMES	NEW YORK COLISEUM COLUMBUS CIRCLE
Saturday April 28- May 6 2:30 P.M. And 8:30 P.M.	"FASHIONS IN THE AUTOMOTIVE MOOD" Showing twice daily at 2:30 and 8:30 P.M.; there will be a presentation of juniors' and misses' fashions for Summer by leading designers. Admission: \$1.50. Publicity: Int'l Automobile Show--David J. Jacobson & Co., PL. 7-7680; Fashion Show--Saul Krieg Assoc., PL. 3-1543.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
April 29- May 5	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 West 31st St., WI. 7-9804.		
Wednesday April 30 11:00 A.M.	PRESS PREVIEW OF LATE SPRING FURS Alfred Rainer will preview late Spring and Fall furs. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER, INC.	17 EAST 55TH STREET SALON
Tuesday May 1 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW ROOM SETTINGS Gimbels will preview 3 new room settings decorated by Ellen Lehman McCluskey, A.I.D. By invitation only. Publ: Margot Infantino, LO. 5-1500.	GIMBELS	9TH FLOOR FURNITURE DEPT.
Tuesday May 1 9:30 A.M. Coffee	PRESS PREVIEW OF "BUTTERFLY FASHIONS" Franklin Simon will preview their exclusively designed "Butterfly Fashions" for Summer. By invitation only. Publicity: Harriet Miller, WI. 7-9600.	FRANKLIN SIMON	3RD FLOOR TUREEN TERRACE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 1 10:30 A.M.- 4:00 P.M.	ADVANCE SHOWING: FALL RAYON FASHIONS American Rayon Institute's "Fashion Express" presents Fall rayon college and career fashions, from regional markets. By invitation. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	AMERICAN RAYON INST.	PENNSYLVANIA STATION PRIVATE CARS-TRACK #2
Tuesday May 1 4:00 P.M. Cocktails	PREVIEW OF FALL KNITTED COLLECTION Lan of Vienna will preview their Fall collection of knitted dresses, coats and separates at 4:00 P.M., followed by cocktails. By invitation only. Publicity: Sylvia Bernstein, WI. 7-7920.	LANA OF VIENNA (1407 BROADWAY)	HOTEL PLAZA CRYSTAL ROOM
Beginning Tuesday May 1	PREVIEW: FALL & WINTER RAINWEAR Lawrence of London will show Fall and Winter rainwear--storm coats and car coats--designed by Adele Lawrence. Press by appointment. Contact: Norman Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday May 1	OPENING: FALL BLOUSES AND COORDINATES "Harmony of Design"--Opera Blouse will show advance Fall blouses and coordinates, designed by Pari, at continuous daily showings. Publicity: Lillian Lang, Durand Advertising, LA. 4-8770.	OPERA BLOUSE CO.	525 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday May 1	FALL OPENINGS IN LOS ANGELES May 1: Rosenblum. May 2: Alex Colman. May 3: Marjorie Michael, Tabak of California. May 4: Marjorie Montgomery, Rosalind de Hart, Pat Premo. May 6: Helga. May 7: Edith Small, Kilpatrick, Jewel, Marusia, Howard Greer, Cahill, Irene. May 8: "The Little Couture", Spectator, Don Miguel, Waldo, Harry Finer, John Carter, Ernest Newman, Fleischman. May 9: Helen of Calif. May 10: Sir James. May 23: Jeanette Alexander.	LOS ANGELES DESIGNERS	LOS ANGELES, CALIFORNIA
Tuesday May 1- May 31	SEVENTH ANNUAL LACE FESTIVAL Theme: "Lace Travels in Fashion"--International Lace Festival. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Wednesday May 2 10:30 A.M. Breakfast	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION "American Boutique"--John Weitz of Amco will preview his Fall collection of sportswear. By invitation only. Publicity: Rea Lubar, OX. 7-4998.	JOHN WEITZ OF AMCO	1407 BROADWAY SHOWROOM - 17TH FLOOR
Wednesday May 2 12:00 Noon Cocktails- Luncheon	PRESS PREVIEW: FASHIONS IN TYCORA YARNS Textured Yarn Company's press preview of new developments in Tycora yarns and Fall fashions for men, women and children. By invitation. Contact: Rita Jane Lysen or Elinor Frank, Daniel J. Edelman & Assoc., MU. 5-8359.	TEXTURED YARN CO.	HOTEL PIERRE ROOF GARDEN
Wednesday May 2 12:30 P.M. Luncheon	SPRING FASHIONS AND MILLINERY AT LUNCHEON Grace Fragasso's Spring and Summer fashions with hats and accessories by Town & Travel. Press by invitation. Public by reservation, contact: Headwaiter, EL. 5-3000. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	GRACE FRAGASSO	WALDORF-ASTORIA PEACOCK ALLEY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 3 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Ann Cox Originals and designer fashions will be shown during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ANN COX ORIGINALS (23 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
Monday May 7 9:00 A.M. Breakfast	PREVIEW OF COUTURE FASHIONS IN LOS ANGELES Edith Small will preview her advance Fall collection of suits, dresses and costumes. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	EDITH SMALL ORIGINALS (122 E. 16 ST., L.A.)	BEVERLY HILLS HOTEL LOS ANGELES, CALIF.
Monday May 7 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Russeks will present Summer fashions by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday May 8 12:30 P.M. Luncheon	CHRISTIAN DIOR SWIMSUITS AT LUNCHEON Cole of California's Christian Dior swimsuits will be presented during luncheon, available at B. Altman & Co. Press by invitation. Public by reservation; contact: PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	COLE OF CALIFORNIA	HOTEL AMBASSADOR BALLROOM
Beginning Tuesday May 8	OPENING: FALL BRIDESMAID DRESSES Fall bridesmaid dresses at continuous showings. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 9 9:00 A.M.- 11:00 A.M. Breakfast	"SHEER FLATTERY" MAKE-UP AND FASHIONS Introduction of Lady Esther's new complete cream make-up "Sheer Flattery", with fashions from French Fabrics Corp. By invitation only. Contact: Ethel Aaron, Robert S. Taplinger & Assoc., PL. 7-8040.	LADY ESTHER; FRENCH FABRICS CORP.	PARK LANE HOTEL CRYSTAL ROOM
Wednesday May 9 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING The Fashion Group will present its Children's Division luncheon meeting. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Thursday May 10 9:30 A.M. Breakfast	PRESS PREVIEW OF SPORTSWEAR "Macy's By The Sea"---a collection of active sportswear and bathing suits. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday May 10 4:00 P.M. Cocktails	PREVIEW OF DAYTIME & COCKTAIL DRESSES Preview of Alix of Miami's daytime and cocktail dresses at 4:00 P.M., followed by cocktails. By invitation. Continuous thereafter in their showroom. Contact: Sylvia Bernstein, WI. 7-7920.	ALIX OF MIAMI (1407 BROADWAY)	HOTEL FLAZA CRYSTAL ROOM
Sunday May 13	MOTHER'S DAY. Theme: "There's Nothing Too Good For Mom." Contact: Arthur Freeman, 129 W. 30th St., LO. 5-4700.		
Monday May 14 12:15 P.M.; 6:00 P.M.	SUMMER COTTONS BY KAY WINDSOR Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. Publ: Arthur See, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 14- May 19	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now"--26th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY
Beginning Monday May 14- May 25	OPENING OF FALL DRESS COLLECTIONS The following members of the FOGA will open their Fall collections: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOCIATES NAT KAPLAN, INC. DAVID LEVINE CO. ROSALIE MACRINI-- (BARBARA COSTUME CO.) PAUL PARNES CORP. BEN REIG, INC.	MANUFACTURERS' SHOWROOMS RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
Beginning Monday May 21 10:30 A.M.	OPENING: FALL DAYTIME & COCKTAIL COLLECTION "Appointment With Fashion"--a Fall collection of daytime and cocktail misses dresses at 10:30 and 1:30 daily. Contact: Muriel Morris, WI.7-4077. Publicity: Ken R. Williams, JU. 6-8217. (NOTE CHANGE OF DATE).	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 15 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS Cone Mills will present Fall fashions in corduroy. By invitation only. (Note Change of Date). Publicity: Ruth Hammer Assoc., EL. 5-7872.	CONE MILLS (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW OF FALL SEPARATES COLLECTION "Monograms"--separates and dresses for Fall. By invitation only. Trade from Wed., May 16 at 10:30 and 2:30. Publ: Gloria Gelfand, PE. 6-8263.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Wednesday May 16- May 17 9:00 A.M.- 5:00 P.M.	PRESS PREVIEW: "NEW DIMENSIONS" SHOW Celanese will preview "New Dimensions"--showing of room settings and decorative fabrics. Show designed by John and Irving Brice, A.I.D. By invitation only. Publicity: James Wiley, Ellington & Co., MU. 7-4300.	CELANESE CORPORATION OF AMERICA	16 EAST 34TH STREET MAIN FLOOR
Wednesday May 16 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Mignon will preview misses daytime, afternoon and cocktail dresses for Fall. By invitation only. Trade from Thurs., May 24 at 12:00 and 4:00. Contact: Florence Farmer, BR.9-5991. Publ: Saul Richman Assoc., MU. 8-1770.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 16 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Dan Keller invites press and buyers to preview his Fall dress collection. By invitation. Continuous thereafter. Publ: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Wednesday May 16	OPENING OF FALL COLLECTION Rosalie Macrini's Fall collection will be shown May 16 - 18, by appoint- ment; May 21-June 1 at 9:00 and 4:00; and from Mon., June 4 at 4:00 P.M. daily. Contact: Jo MacLeod, CH. 4-2655.	ROSALIE MACRINI-- BARBARA COSTUME CO.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 17 9:00 A.M. Breakfast	LEATHER PREVIEW BY BONNIE CASHIN Preview of Fall leather collection, designed by Bonnie Cashin. <u>Showing at 9:30 A.M.</u> By invitation. Publicity: Donna Cannon, MU. 7-5447.	PHILIP SILLS	HAMPSHIRE HOUSE THE COTTAGE
Thursday May 17 11:00 A.M. Champagne	PREVIEW OF TOMMIES COLLECTION Kaylon will preview their back-to-school collection of Tommies and Tommie- robes, designed by Harry Berger, to press and buyers. By invitation. Contact: Betty Greenwald, MU. 9-6292. Publ.: Ken R. Williams, JU. 6-8217.	KAYLON, INC. (180 MADISON AVE.)	HOTEL VANDERBILT
Thursday May 17 12:00 Noon Luncheon	PREVIEW: COLLEGE & CAREER COLLECTION Nelly de Grab presents her Fall collection of separates, coordinates and dresses. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday May 17 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS BY GOTHÉ Gothé's cocktail and evening fashions. By invitation. <u>Trade from Tues., May 22 at 1:15 P.M. daily.</u> Publicity: Nona James, MU. 5-4834.	DAVID E. GOTTLIEB	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday May 18 10:30 A.M.; 11:30 A.M.	PREVIEWS OF FALL COLLECTIONS Fall dresses and ensembles by <u>Leonard Arkin at 10:30 A.M.</u> , trade 10:30 and 3:30 from May 21; <u>Andrew Arkin at 11:30 A.M.</u> , trade 11:30 and 2:30 from May 21. Contact: Miss Freddy Rosenstock, WI. 7-5324.	LEONARD ARKIN & SON; ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday May 18 12:00 Noon Luncheon	NINETEENTH ANNUAL AWARDS LUNCHEON Lord & Taylor will present their Nineteenth Annual Awards Luncheon. Price: \$6.50. Contact: Elizabeth White, WI. 7-3300.	LORD & TAYLOR	WAIORF-ASTORIA GRAND BALLROOM
Monday May 21 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Christian Dior-New York will preview their Fall collection at 10:30 A.M. to the press. Trade showings at 2:30 P.M., May 21, 23, 25, June 5, 7. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SAION - 7TH FLOOR
Monday May 21 10:30 A.M.	PRESS PREVIEW: FALL COCKTAIL DRESSES Preview of Fall cocktail dress collection, designed by Harriette Harra. By invitation. Publicity: Margaret Hodge, PL. 5-7630 or LO. 5-0525.	DONALD DRESS	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday May 21 10:30 A.M.	OPENING OF FALL COLLECTION Max Milstein's Fall collection of coats, suits and ensembles will be pre- sented at 10:30 and 2:30 daily. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Beginning Monday May 21 1:00 P.M.	FALL DRESSES & NEW DIVISION OF PETITES Richard Cole will present the Fall collection, designed by Alan Phillips. Introduction of "Minuettes," a new group of petite cocktail dresses, de- signed by Miss Mercedes. Daily at 1:00 P.M. By invitation. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.</u>			
<u>MONDAY, MAY 21</u>			
	Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA. 4-6691
<u>TUESDAY, MAY 22</u>			
	Adler & Adler, Inc.	10:30 A.M.	550 7TH, BR. 9-9600
	Kane Weill.	10:30 A.M.	498 7TH, LO. 5-3041
	Sport-Craft, Inc.	2:30 P.M.	550 7TH, LA. 4-9724
<u>WEDNESDAY, MAY 23</u>			
	Davidow.	10:30 A.M.	550 7TH, PE. 6-6909
	David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA. 4-2577
Monday May 21 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Preview of Fall dress collection for press and buyers. By invitation. Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 21 5:00 P.M.	PREVIEW: FALL COUTURE & BOUTIQUE COLLECTIONS Jane Derby's Fall couture and boutique collections in their new showroom. By invitation. Trade at 10:30 A.M., May 22, 23, 24, 25. (<u>Note New Address</u>). Contact: Estelle Marr, LA. 4-9350. Publ: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 9:00 A.M. Coffee	PRESS PREVIEW OF FALL COLLECTION The press will be invited to preview the Fontana of Rome daytime, cocktail and evening fashions for Fall and Winter. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	FONTANA OF ROME	HOTEL PLAZA SUITE 234
Beginning Tuesday May 22 10:00 A.M.	OPENING OF FALL COLLECTION The Adele Simpson Fall collection will be presented at 10:00 A.M. By invitation and appointment. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Edward Abbott will preview his late day, cocktail and evening fashions, designed by Gina. By invitation. <u>Trade from Wed., May 23 at 10:30 A.M.</u> Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 22 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Seymour Fox will preview his Fall coat and suit collection. By invitation. <u>Trade showings</u> , by appointment, at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20. Publicity: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday May 22 11:30 A.M.	FALL COLLECTION BY MADELEINE FAUTH Madeleine Fauth will present her Fall collection May 22-25, and from Tues., June 5 at 11:30 A.M. Contact: Isabelle Crawford, BR. 9-7700.	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday May 22 11:30 A.M.	OPENING: GIOVANNI ORIGINALS FOR FALL Showing of daytime, afternoon and cocktail fashions by Giovanni of Italy at 11:30 and 1:30 daily. Publicity: Lillian Lang, LA. 4-8770.	NATHAN & STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 22 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Abe Schrader's Fall misses dresses, designed by Belle Saunders, will be shown daily at 11:30 A.M.	ABE SCHRADER CORP. Contact: Betty Yarmon, LO. 4-9194.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday May 22 12:00 Noon	PREVIEW: FALL SPORTSWEAR BY DOROTHY COX Preview of Fall sportswear collection, designed by Dorothy Cox. By invitation. Daily thereafter at 12:00 Noon.	TANNER OF NORTH CAROLINA Publ.: Ken R. Williams, JU. 6-8217.	HOTEL YORK 488 7TH AVE.-6TH FL.
Beginning Tuesday May 22 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Junior Sophisticates will present their Fall collection at 1:00 P.M. on May 22, 23, 24, 28, 29, by appointment only.	JUNIOR SOPHISTICATES Beginning Monday, June 4 at 1:00 and 4:00 P.M. Contact: Ellen Rowsell, LO. 4-0462.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday May 22 1:00 P.M.	OPENING: FALL DRESS COLLECTION Talmack's Fall dress collection, designed by John Moore, at 1:00 P.M. daily. By invitation and appointment only.	TALMACK, INC. Contact: BR. 9-1195.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION Claire McCardell's Fall collection will be shown at 2:30 P.M. daily. For reservations, contact: LO. 4-2155.	CLAIRE MCCARDELL	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 22 4:00 P.M.	COCKTAIL DRESSES BY NEW FIRM Preview of Fall cocktail dresses. Continuous thereafter.	CHARLES GLUECK Contact: CH. 4-8532.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Beginning Tuesday May 22 4:00 P.M.	OPENING OF FALL COLLECTION Harmay's Fall dresses, costumes and suits will be shown daily at 4:00 P.M. Publicity: Pauline Greene, MU. 3-1150 or PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 22 5:00 P.M. Cocktails	ANNUAL "BLUE GRASS" PARTY Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation only.	ELIZABETH ARDEN (681 FIFTH AVENUE) Contact: Publicity Dept., PL. 3-3410.	ST. REGIS HOTEL ROOF
Beginning Tuesday May 22	OPENING: FALL COCKTAIL AND FORMAL COLLECTION David Morris will present their Fall cocktail and formal collection at continuous daily showings.	DAVID MORRIS CO. Contact: WI. 7-0511.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 22	OPENING OF FALL COAT COLLECTION Showing of Fall coats, By appointment.	ORIGINALA Contact: Louis Mariani, BR. 9-8988.	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday May 23 9:00 A.M. Breakfast	TRICOSA OF PARIS FALL COLLECTION Feder Fashions will present highlights of the Tricosa of Paris Fall collection of knit suits, coats, sweaters and dresses. Merchandising exhibit before and after show. By invitation.	FEDER FASHIONS (1410 BROADWAY) Publicity: Sue Gardner, TR. 7-4952.	HOTEL AMBASSADOR DIPLOMAT SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 23 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION George Carmel will show Fall coats and suits at 10:30 A.M. daily. By invitation. Contact: Laurence Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Beginning Wednesday May 23 10:30 A.M.	OPENING OF FALL SPORTSWEAR COLLECTION Country Clothes Fall sportswear collection will be shown on Wednesday only at 10:30 A.M. Contact: LO. 4-7832.	COUNTRY CLOTHES	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Wednesday May 23 1:15 P.M.	OPENING OF FALL COLLECTION Oleg Cassini's Fall collection at 1:15 P.M. daily. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, FL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 23 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE Sportsmaker will preview Brigance's Fall blouses, separates and dresses. By invitation. <u>Trade from May 24 at 2:30 P.M.</u> Contact: LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 23 4:00 P.M.	PREVIEW OF FALL SUIT COLLECTION Preview for press and resident buyers. By invitation. <u>Trade at 10:00 A.M. from Thurs., May 24.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 23 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Heatherlane will preview their Fall coordinates, separates and dresses, designed by Jill Everhart. By invitation. Continuous showings thereafter. Contact: WI. 7-5285. Publicity: Sidney Dee Bloeme, JU. 6-4490.	HEATHERLANE	1385 BROADWAY SHOWROOM - 2ND FLOOR
Wednesday May 23 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Luis Estevez' Fall collection of dresses and costumes will be presented to the press. By invitation only. <u>Trade showings at 12:00 Noon from Thurs., May 24 in their showroom.</u> Publ: Phyllis Youngheart, LO. 4-5820.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
Thursday May 24 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS Preview of Arthur Jablow's Fall coat and suit collection. By invitation. <u>Daily trade showings thereafter at 10:30 A.M.</u> Publ: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 24 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Seymour Jacobson will present their Fall dress collection to press and resident buyers. <u>Trade from Tues., June 5 at 12:00 Noon (luncheon) daily.</u> Publicity: Peggy Cantor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 24 4:00 P.M. Cocktails	PREVIEW: FALL SPORTSWEAR COLLECTION Preview of Fall sportswear and separates, designed by Greta Plattry, for press and resident buyers. By invitation. Continuous showings thereafter in their showroom. Publicity: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALIROOM

MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Tuesday
April 24
PREMIERE: "JUBAL" (Movie) MAYFAIR THEATRE, 7TH AVENUE & 47TH ST.
Glenn Ford, Ernest Borgnine and Rod Steiger starring, with Valerie French and Felicia Farr in Columbia's Technicolor, CinemaScope production about the West. Producer: William Fadiman. Director: Delmer Daves. Costumes: Jean Louis. Publicity: Hortense Schoor, CI. 5-5000.
- Tuesday
April 24
OPENING: "GOODBYE AGAIN" HELEN HAYES THEATRE, 210 WEST 46TH ST.
Donald Cook will star in a comedy by Allan Scott and George Haight with Polly Rowles, Hiram Sherman, Sally Gracie, Tom Poston, Patricia Parry. Produced by Shepard Traube and J. H. Del Bondio. Director--Mr. Traube. Setting: Sam Leve. Publicity: George Ross, PE. 6-9660.
- Tuesday
April 24
SECOND WEEK: THE BALLET THEATRE MET. OPERA HOUSE, 39TH ST. & BROADWAY
Tues., April 24: GISELLE (2 Acts), OFFENBACH IN THE UNDERWORLD. Wed., April 25: LES SYLPHIDES, RIB OF EVE, PAS DE DEUX (Nutcracker), GRADUATION BALL. Thurs., April 26: SWAN LAKE, DIM LUSTRE, STREETCAR NAMED DESIRE, THEME AND VARIATIONS. Fri., April 27: ROMEO AND JULIET, PAS DE DEUX (Nutcracker), THE COMBAT, RIB OF EVE. Sat., Mat., April 28: LES SYLPHIDES, BILLY THE KID, PRINCESS AURORA. Sat., Eve., April 28: SWAN LAKE, PILLAR OF FIRE, JUDGMENT OF PARIS, FANCY FREE. Sun., Mat., April 29: GISELLE (2 Acts), OFFENBACH IN THE UNDERWORLD. Sun., Eve., April 29: Agnes de Mille Night--RIB OF EVE, FAIR RIVER LEGEND, THREE VIRGINS AND A DEVIL, TALLY-HO. Publicity: Martin Feinstein, PL. 9-6000.
- Thursday
April 26
PREMIERE: "THE SWAN" (Movie) MUSIC HALL, 6TH AVENUE & 50TH STREET
Grace Kelly, Alec Guinness and Louis Jourdan will star in MGM's CinemaScope-Eastman Color love story of a princess, from the play by Ferenc Molnar. Featuring Agnes Moorehead, Jessie Royce Landis, Brian Aherne, Leo G. Carroll, Estelle Winwood, Van Dyke Parks. Director: Charles Vidor. Producer: Dore Schary. Costumes: Helen Rose. MGM Publicity: Frances Lane or Herbert Crocker, JU. 2-2000. Music Hall Publ.: Fred Lynch, CI. 6-4600.
- Wednesday
May 2
OPENING: "WAKE UP, DARLING" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST.
Barry Nelson, Barbara Britton, Russel Nye will star in a new comedy by Alex Gottlieb, produced by Gordon W. Pollock in association with Lee Segall and Richard Cook. Featuring: Kay Medford, Paula Trueman, Grace Raynor. Director: Ezra Stone. Scenery and lighting: Ballou. Costumes: Guy Kent. Publicity: Bill Doll, WI. 7-2386.
- Thursday
May 3
OPENING: "THE MOST HAPPY FEELLA" IMPERIAL THEATRE, 249 WEST 45TH STREET
Kermit Bloomgarden and Lynn Loesser will present Frank Loesser's musical starring Robert Weede with Jo Sullivan, Mona Paulee, Art Lund, Susan Johnson, Shorty Long. Director: Joseph Anthony. Scenery & lighting: Jo Mielziner. Costumes: Motley. Choreography: Dania Krupska. Publicity: Arthur Cantor, CI. 6-6496.
- Wednesday
May 9-
May 27
OPENING: "KISS ME KATE" CITY CENTER, 131 WEST 55TH STREET
Kitty Carlisle, David Atkinson, Barbara Ruick, Dick France, Bobby Short, Dolores Martin will be featured in the second of three musicals by the N.Y.C. Center Light Opera Company. Music and lyrics by Cole Porter. Book by Sam and Bella Spewack. Director: Burt Shevelove. Scenery: Watson Barrett. Costumes: Alvin Colt. Lighting: Jean Rosenthal. Choreography: Ray Harrison. Publicity: Abner Klipstein, CH. 4-7250.